

AMENDMENTS TO THE SPECIFICATION

Please amend the paragraph beginning at page 9, line 21 of the Specification as filed as follows. No new subject matter has been added.

Advertising system processor 26 comprises any conventional computer, for example a personal computer, server or mainframe, capable of performing the functions described below. A memory may be connected to the processor and store instructions to control the operation of the processor. Similarly, advertising database 28 comprises any conventional storage system for storing the data described below as well as software for performing the processes of the present invention. Embodiments include a program product comprising a storage device or memory containing instructions operable on a computer for automated generation of aggregate creatives, the instructions operable with the computer to perform the processes of the present invention. Firewall 32 and web server 34 are conventional components known to those skilled in the art, the firewall providing network communications security and the web server providing a non-secure interface between client-side system 24 and server-side system 22.